



# COMMUNICATION METHODS & PROCEDURES

The Brennen PTO wants to help you communicate your activity in the best possible way. Our goal is to plan and coordinate effective and timely information at all times.

The following are PTO communication methods and procedures for each communication channel available. Review these options and consider your Committee's needs. As you begin planning your activity, please contact the appropriate Communications Committee Member to map out your communication plan.

CHANNELS	DESCRIPTION	RULES	DEADLINE
<b>Brennen E-Blast</b>	A weekly email is sent to all Brennen families on Wednesday afternoons around 2pm. Content includes brief reminders of need-to-know information.	Posts to run approximately 3 weeks <u>at most</u> - any longer requires approval.	<p>*Email <a href="mailto:Staci and Abbey">Staci and Abbey</a>:  <a href="mailto:stacihlovelace@gmail.com">*stacihlovelace@gmail.com</a> and  <a href="mailto:abbeyh.sullivan@gmail.com">abbeyh.sullivan@gmail.com</a></p> <p>*Submit no later than <b>SUNDAY by 9 pm</b> for same week installation.</p> <p>*Please provide Pictures, Flyers and/or Links to documents or to the web to be included.</p>
<b>Brennen PTO Social Media</b>	Any messages or posts for the Brennen PTO platforms sent via Facebook and/or Instagram. These platforms promote PTO events as REMINDERS and to show the results AFTER events.		<p>*Social Media posts on the Brennen PTO social media platforms are handled directly by the PTO. To request inclusion on Social Media, please <b>text</b> Bailey Harman: 864-907-5555. Please provide at least <b>48 hours' notice</b>.</p> <p>*If emailing Bailey, please send to: <a href="mailto:hinsoneb@gmail.com">hinsoneb@gmail.com</a>.</p> <p>*Please provide Pictures, Flyers and/or Links to documents or to the web to be included.</p>
<b>Brennen Elementary Social Media</b>	Any messages or posts for the Brennen Elementary School platforms are different than the PTO social media platforms for both Facebook and/or Instagram. These platforms promote school events.		<p>*Social Media posts on the Brennen Elementary social media platforms are handled directly by the Librarian, Jessica Cypress. To request inclusion on Social Media, please email Ms. Cypress at: <a href="mailto:Jessica.Cypress@richlandone.org">Jessica.Cypress@richlandone.org</a>.</p> <p>*Please provide at least <b>48 hours' notice</b>.</p> <p>*Please provide Pictures, Flyers and/or Links to documents or to the web to be included.</p>

CHANNELS	DESCRIPTION	RULES	DEADLINE
<b>Website</b>	Content consistent with information across all platforms. All social media posts and e-blasts will be directed back to information on website.		*To include content on the PTO Website, please contact Carlee Sizemore at: <a href="mailto:carlee.sizemore@gmail.com">carlee.sizemore@gmail.com</a> . *Please provide at least <b>1 week advance notice</b> .
<b>Bulldog Boulder</b>	Messages to promote upcoming events and to remind parents during carpool drop off and pick up.	Images to run approximately 1 - 2 weeks at most.	*Please contact Allison Hughes at: <a href="mailto:allisonchughes@hotmail.com">allisonchughes@hotmail.com</a> . *Committee may paint their own message on the boulder or pick from a list of parent artists who have agreed to assist. *Please provide artist with at least <b>1 week advance notice</b> .
<b>Printed Materials</b>	Includes documents, brochures, banners, invitations, or forms.	Prior to production, please contact Co-Presidents for final approval. All materials must reflect Brennen colors and logo.	*Send <b>5 days</b> prior to production for final review and approval. *Allow <b>1 week</b> for Printing Company to complete and deliver.
<b>Paper Flyers or Stickers</b>	This includes paper copies/backpack flyers or stickers to promote events or reminders.	Prior to production, please contact Co-Presidents for final approval. All materials must reflect Brennen colors and logo.	*Send <b>5 days</b> prior to production for final review and approval. *Allow <b>1 week</b> for Printing Company to complete and deliver.
<b>HomeRoom Parents' Email</b>	Emails used to communicate PTO needs such as volunteers for holiday luncheons.		*To request emails sent directly to classroom parents, please email Margaret DiBiase at: <a href="mailto:margaretdibiase@gmail.com">margaretdibiase@gmail.com</a> . *Please provide at least <b>48 hours' notice</b> . *Please provide Pictures, Flyers and/or Links to documents or to the web to be included.

CHANNELS	DESCRIPTION	RULES	DEADLINE
<p><b>Morning News Show</b></p>	<p>Message read to entire school by students during the morning announcements.</p>	<p>Messages to apply to entire school only, not grade level specific.</p>	<p>*To request inclusion on the Morning News Show, please email Ms. Cypress at: <a href="mailto:Jessica.Cypress@richlandone.org">Jessica.Cypress@richlandone.org</a>.            *Please provide at least <b>48 hours' notice</b>.            *Please provide exact details and verbiage to be included.</p>